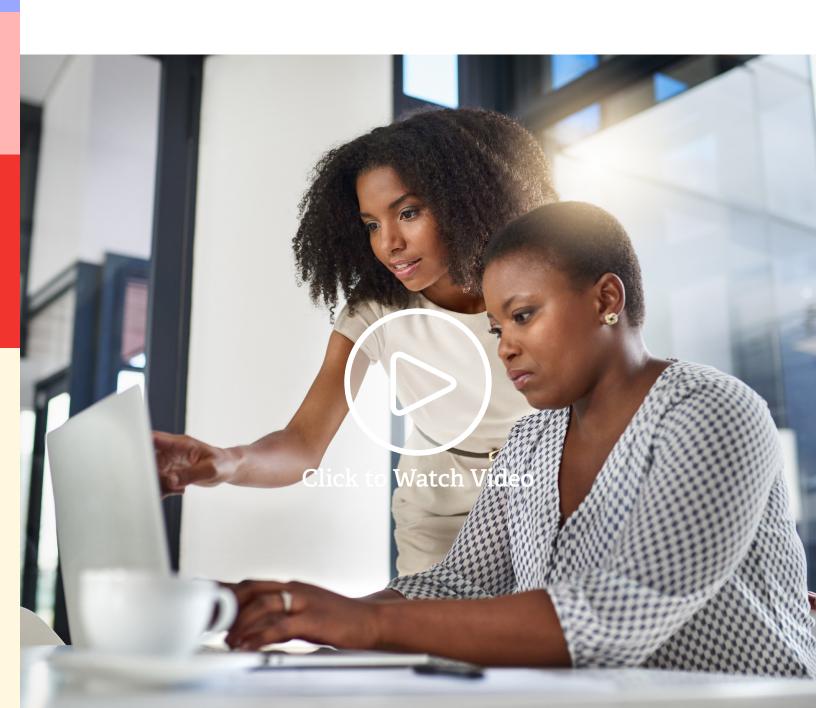


CASE STUDY

EnventU grew 155% with fundraising software and personalized coaching.





Latoya Lewis, founder and executive director of EnventU, was drowning in spreadsheets. With all of her fundraising data scattered in Excel files, keeping up with donors was a

difficult task. It wasn't easy to see donor history or send personalized fundraising appeals, and she felt that she was wasting time on administrative tasks that could have been spent advancing her cause.

Latoya chose to invest in her organization by switching to the Bonterra Donor Engagement's Guided Fundraising solution (formerly Network for Good). Along with the all-in-one fundraising solution, Latoya got started with a fundraising coach to provide personalized, one-on-one lessons in fundraising.

Bonterra really does care about our mission and making sure we succeed.
The onboarding process was very easy and my professional fundraising coach has been invaluable."

Latoya Lewis, founder and executive director, EnventU

Guided Fundraising quickly became a part of EnventU's day-to-day operations. Latoya loved the ability to see the big picture of her organization's donor engagement. She was able to view insights from one GivingTuesday to the next, identify lapsed donors, and quickly thank supporters-all in one seamless dashboard.

Latoya's favorite part of working with Bonterra was her fundraising coach. Through regular one-on-one sessions with a fundraising expert, she became a more confident

Guided Fundraising has been instrumental in making me feel more comfortable as a fundraiser."

fundraiser. Latoya's coach talked to her about EnventU's fundraising approach, provided guidance and suggestions, helped her navigate her new donor management system, and answered any and all questions.

By switching from a spreadsheet to fundraising software, Latoya was free to spend more time on her true passion – growing EnventU so that the organization can open career pathways to more of Washington, DC's youth.

Since switching to Guided Fundraising, EnventU has grown 155%. Last year, EnventU expanded its programming, grew its donor base, and provided more real-world job experience than ever before.

Ready to make the switch to simpler, smarter software? Contact us today!

